Permit #F00025376

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00025376 **Type of Permit:** FILMING **Release Date:** 03/09/2010

Production Company BELIEVE MEDIA INC

Insured Company Name BELIEVE MEDIA INC

Contact Phone No. 1 323-645-1000
Contact Phone No. 2
Fax 323-645-1099
Address 1040 N LAS PALMAS
LOS ANGELES, California 90028

Production Title ALL

Type of Production Commercial - Standard

Producer Gary Romano

Director Rene Villar-Rios

1st AD Anthony Dimino

Production Manager Christien Tuttle

FilmL.A. Coordinator Naomi Kajiyama

Location Manager John West
Primary Phone Mobile - 323-645-1000
Secondary Phone Office - 818-974-7950

Location Assistant N/A N/A
Primary Phone Office - 000-000-0000
Secondary Phone

Fees

Posting 600	$52.00
Notification Charge	$155.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY FIRE SAFETY OFFICER	$1,024.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00
FILMLA MONITOR FEES	$240.00
FILMLA MONITOR FEES OVERTIME	$180.00
FILMLA MONITOR FEES - DOUBLE TIME	$240.00

Total Permit Fee $2,601.00

Number of Locations 1

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Production Title ALL

Location Manager John West
Primary Phone Mobile - 323-645-1000
Secondary Phone Office - 818-974-7950

Location Address 15515 Via de Las Olas, Los Angeles, CA, 90272

Location Names

Location Type Private Residence

Location Description

Prep Dates 3/9/2010 - 3/9/2010 12:00 - 16:00

Film Dates 3/10/2010 - 3/10/2010 07:00 - 22:00

Open or Closed to the Public Closed

Generic Conditions
FilmLA Monitor required at a minimum of four hours.
Must comply with attached conditions
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Please see attached documents
Believe.All.25376.AL.pdf
Pacific Palisades July 2009.pdf
Palisades Bluff July 2009.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	4
Cast/Crew vehicles	50
Cube Trucks	5
Generator	1
Motor Homes	1
Portable restrooms	1
Semi Trucks	2
Stakebed Trucks	3
Vans	3

Personnel on Location

Type	Quantity
Cast	5
Crew	55
FilmL.A. Monitor(s)	1
LA City UFSO assigned	25139

Filming Activities Interior and exterior dialogue; FilmLA monitor required 3/10 0600-2200 hrs;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note
No parking of equipment/vehicles on Beirut Av or Friends St
A maximum of 3 equipment vehicles can be parked/idle in the area at any given time
Generator must be no larger than a tow-plant generator

Coordinator Note
1 generator (no bigger than a tow plant) parked in front of location.
Company may use a stake bed to load and unload in front of location.

Coordinator Note UFSO required per Insp Parker; UFSO required 3/10 0700-2200 hrs

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Parking

Base Camp
Location Type : Private Parking Lot
Street : 15601 Sunset Blvd

Crew Parking
Location Type : Private Parking Lot
Street : 15601 Sunset Blvd

Posting "No Parking" signs E/S Mt Holyoke Ave., Mt Holyoke Ave (at the DOT locked gate) - North 400'

Approximate Footage 301 - 600 **Log Number** 1011498

Date(s) 3/10/2010 to 3/10/2010 **Time(s)** 07:00 to 22:00

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Appointment of Film Permits Unlimited, Inc.
As Authorized Agent and representative

I certify that I am a representative of Believe Media **("Principal") and am authorized to enter into binding contractual agreements on it's behalf. I further certify that I am authorizes by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Film Permits Unlimited, Inc. and it's employees and agents ("FPU") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through Film LA, Inc., any city and county, or through any other jurisdiction: to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and /or community guidelines applicable to any such permit): and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or Incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) FPU. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints FPU as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including Film LA, Inc. and any city county or other jurisdiction) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for all purposes. The appointment may be revoked by Principal at any time in writing, but in any case, shall expire one (1) year from the date of execution set forth below.**

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint FPU as agent for Principal, and based upon that authority I hereby appoint FPU as Principal's agent as set forth herein.

Dated: 4 March 2010

Name of Principal

By: _____
Representative's Signature

John West
Print Representative's Name

Location Manager
Representative's title

1040 N. Las Palmas Ave Bldg 10
Hollywood CA 90038
Principal's Address

818-974-7950
Principal's Telephone

Film Permits Unlimited, Inc.
Phone (818) 347-9929
Fax (818) 347-9784

Please sign and fax back
Principal = Name of Company

NOT A PERMIT

SPECIAL FILMING CONDITIONS
PACIFIC PALISADES, PALISADES HIGHLANDS AND CASTELLAMMARE AREAS

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

The following Special Filming Conditions have been established to mitigate the concerns of local residents. These Conditions are a result of meetings with the Pacific Palisades Town Council, City Council Office representatives and area residents.

- **FilmL.A. will evaluate all requests for permits in this area using the following criteria:** Frequency of filming per block near the requested location and parking areas – Duration and frequency of recent filming – Proximity of concurrent filming activities – Historical use – Recent problems or complaints – Number of filming days requested – Company size – Proposed activities (effects, excessive noise, cranes, etc.) – any other criteria that may be relevant to the specific situation. ***NO PERMITS FOR THIS AREA SHOULD BE ASSUMED TO BE AVAILABLE WITHOUT THE ABOVE REVIEW.***

- **Affected residents must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted to FilmL.A. at least three (3) days in advance.*

- **Craft services, catering trucks, food preparation tables and dining tables are prohibited on sidewalks or parkways and must be out of public view.**

- **Trash and refuse must be removed from the area immediately after filming activities are completed.**

- **Production companies may not arrive in the area prior to 7:00 a.m. and must depart no later than 10:00 p.m.** unless affected residents (generally those within 300' of the filming activities or equipment parking) are surveyed to identify neighborhood concerns and approval is obtained from FilmL.A.. The approved times must be indicated on the permit.

- **No weekend or holiday filming unless approved by FilmL.A.**

- **Parking of production equipment is limited to one side of the street.** Film company vehicles shall not interfere with gardener's activities, trash pick up, safe use of streets or access to resident driveways, unless approved by the affected residents. ***In some instances, it may be necessary for companies to post both sides of the street to maintain proper access for emergency vehicles and area residents.***

- **A FilmL.A. Monitor will be assigned to encourage compliance with the permit and conditions.** The Monitor will generally arrive at the designated location 1 hour prior to the permit start time to note proper arrival time and remain with the production company during all filming-related activities and ensure proper departure time.

- **Lighting is to be confined to the specific site and shall not adversely impact neighbors and/or traffic.**

- **Cast and crew may not park on area streets.** Off-street parking must be provided.

- **Prep and strike days must be included on the permit and may not take place on weekends unless approved by FilmL.A.**

NOTE: ADDITIONAL CONDITIONS ARE APPLICABLE FOR THE HUNTINGTON PALISADES, RIVIERA ESTATES, PALISADES BLUFF AREA AND THE INTERSECTION OF ALMA REAL AND OCAMPO DRIVES.

FilmL.A., Inc. NOT A PERMIT

SPECIAL FILMING CONDITIONS ADDENDUM
PACIFIC PALISADES BLUFF AREA

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

The Palisades Bluff area is bounded by Bowdoin Street on the north, Temescal Canyon on the west, Palisades Park on the east and Via De Las Olas on the south. Streets in the area are very narrow, and filming activities can pose significant problems for nearby residents and traffic through the area. The following Special Filming Conditions conditions have been established to mitigate the concerns of local residents and to ensure traffic can move through the area safely.

- **Affected residents must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted to FilmL.A. at least three (3) days in advance.*
- **No equipment vehicles may be parked on Friends Street and Beirut Street.**
- **A maximum of three (3) trucks may be parked in the area.** *They must be parked on one side only of the filming location block or in areas approved by FilmL.A.*
- **Parking on Via de las Olas is prohibited. Production companies may use stake beds to load and unload equipment in front of filming location only.**
- **Catering on the bluff area of Via de las Olas is strictly prohibited.**
- **When filming at 326 Swarthmore Avenue, parking is permitted on the west side of Swarthmore Avenue only. Street is narrow and the east side of the street is already posted 'No Parking anytime'.**
- **A FilmL.A. Monitor will be assigned to encourage compliance with the permit and conditions.** The Monitor will generally arrive at the designated location 1 hour prior to the permit start time to note proper arrival time and remain with the production company during all filming-related activities and ensure proper departure time.

NOTE: These Conditions are in addition to the Palisades Special Filming Conditions.

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